Markeltree

AI and software company

DELIVERY FRAMEWORK

Development Process

A clear, business-first path from discovery and UX design through engineering, testing, launch, and continuous improvement.

Discovery | UI/UX | Engineering | QA | Launch | Support

DIRECT ANSWER

How does Markeltree develop an AI or software product?

Markeltree follows six stages: discovery and AI strategy, UI/UX design, AI and software development, QA and integration testing, launch and deployment, and optimization and support. Each stage produces reviewable outputs and reduces delivery risk before the next stage begins.

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The Six-Stage Markeltree Process

01

Discovery & AI Strategy

Map business goals, users, workflows, AI opportunities, integrations, constraints, and success metrics.

02

UI/UX Design

Create user flows, wireframes, prototypes, interfaces, and design systems that simplify complex tasks.

03

AI & Software Development

Build features on scalable, API-first architecture using the technologies selected for the product.

04

QA & Integration Testing

Test functionality, integrations, performance, permissions, edge cases, and AI output behavior.

05

Launch & Deployment

Configure environments, deploy, monitor, complete go-live checks, and support launch-day operations.

06

Optimization & Support

Track performance, resolve issues, improve features, monitor AI outputs, and scale with real usage.

Direct answer: Why use a staged process?

A staged process catches incorrect assumptions early, makes progress visible, and creates decision points before major engineering effort is committed. It also gives stakeholders clear deliverables to review at each stage.

What Each Stage Produces

Stage	Typical outputs	Approval question
Discovery	Product brief, requirements, scope, user roles, integration map, roadmap	Are we solving the right problem?
UI/UX	User flows, wireframes, prototype, interface system, usability decisions	Can users complete the core task clearly?
Development	Working features, APIs, data models, AI components, admin controls	Does the product meet the agreed acceptance criteria?
QA	Test cases, defect resolution, performance checks, integration validation	Is the product reliable enough for launch?
Launch	Production deployment, monitoring, configuration, go-live checklist	Are users and operations ready?
Support	Issue management, analytics, feature roadmap, scaling and optimization	What should improve based on real usage?

How are timelines determined?

Timeline depends on scope, integrations, data readiness, security needs, design complexity, testing requirements, and stakeholder response times. Markeltree confirms the plan after discovery.

Can the process be phased?

Yes. A focused MVP can validate the core workflow first, followed by integrations, advanced AI, analytics, automation, and enterprise controls in later phases.

Governance, Communication and Next Steps

Recommended project governance

- ✓ One accountable business decision-maker
- ✓ Named product owner for daily clarification
- ✓ Defined acceptance criteria for each milestone
- ✓ Scheduled demos and feedback windows
- ✓ Change requests documented before implementation
- ✓ Risks, dependencies, and blockers reviewed openly
- ✓ Launch ownership shared across product, technology, and operations
- ✓ Post-launch priorities guided by usage data

Direct answer: Markeltree works best when stakeholders provide timely decisions, access to systems and data, and clear acceptance feedback throughout the project.

Talk with Markeltree

Discuss your business challenge, product idea, current system, or AI opportunity with the Markeltree team.

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Prepared from Markeltree public website content and official company information, reviewed July 2026. Sources: https://markeltree.com/contact/; https://markeltree.com/services/. Project scope, compliance requirements, technologies, and timelines are confirmed during discovery.